

## URBAN DISTRICTS

**PROGRAM:**

Promotion of Community and Business Activities

**PROGRAM ELEMENT:**

Promotional Publications and Websites

**PROGRAM MISSION:**

To promote the restaurants, retailers, arts & entertainment venues, and parking options that are available in Montgomery County's three urban districts to residents, workers, visitors, and tourists by providing timely, accurate, easy-to-understand, *free* information through brochures, publications, and websites

**COMMUNITY OUTCOMES SUPPORTED:**

- Enhance the economic health and vitality of the County's urban districts
- Assist local businesses in their marketing efforts
- Ensure that residents and visitors are informed of the opportunities, services, and leisure and cultural resources available within the County's urban districts

**PROGRAM MEASURES<sup>a</sup>**

	FY03 ACTUAL	FY04 ACTUAL	FY05 ACTUAL	FY06 ESTIMATED <sup>b</sup>	FY07 CE REC
<b>Outcomes/Results:</b>					
Average number of unique website visits per month <sup>c</sup>	NA	NA	NA	TBD	TBD
Number of publications distributed	NA	NA	<sup>d</sup> 475,000	<sup>d</sup> 475,000	581,500
<b>Service Quality:</b>					
Percentage of customers surveyed who are satisfied with the urban districts' promotional publications and websites <sup>e</sup>	NA	NA	NA	NA	100
<b>Efficiency:</b>					
Cost per unique website visit (\$)	NA	NA	NA	NA	TBD
Cost per promotional publication distributed (\$)	NA	NA	<sup>d</sup> 0.33	<sup>d</sup> 0.33	0.34
<b>Workload/Outputs:</b>					
Number of different publications produced <sup>f</sup>	NA	NA	<sup>d</sup> 12	<sup>d</sup> 12	25
Number of guides printed	NA	NA	<sup>d</sup> 475,000	<sup>d</sup> 475,000	535,500
<b>Inputs:</b>					
Expenditures (\$)	NA	NA	<sup>d</sup> 157,690	<sup>d</sup> 159,000	200,000
Workyears	NA	NA	<sup>d</sup> 1.0	<sup>d</sup> 1.0	2.0

**Notes:**

<sup>a</sup>This is a new program measures display, and the availability of historical information is limited.

<sup>b</sup>Figures for FY06 were estimated as of February, 2006.

<sup>c</sup>A Web Trend Report is being developed to capture the data on unique visitors for all three urban district websites. This information is expected to be available in the Spring of 2006.

<sup>d</sup>Includes information for only the Bethesda and Wheaton urban districts (data from the Silver Spring Urban District are not available at this time).

<sup>e</sup>A customer survey will be distributed to event participants once a year by e-mail and regular mail, and will be posted on the three urban district websites.

<sup>f</sup>Bethesda produces the following publications (size of print run in parentheses): Destination Downtown Bethesda (35,000); Eat Here (40,000); Bethesda's Best in Home Fashion (7,500); Art & Soul of Bethesda arts brochure (8,000); Annual Report (2,000); and Bi-Monthly Events Calendar (333,000 - six issues per year). Silver Spring produces U Gotta Come to Silver Spring (15,000); We're Here to Help U (10,000); The Silver Spring Dining Guide (15,000); Silver Spring Arts & Entertainment Guide (10,000); VanGo palmcard (10,000); Silver Spring Swings Summer Concert Series program (15,000); Silver Spring Jazz Festival program (10,000); and the Montgomery County Thanksgiving Parade application (1,000). Wheaton produces the Annual Restaurant Guide (10,000); Business Map and Guide (42,000); and the Downtown Wheaton Newsletter (3,000 - three issues per year).

**EXPLANATION:**

The County's three urban districts use a variety of media to publicize and promote their retail businesses, restaurants, and arts & entertainment enterprises. In Bethesda, publications are distributed to all local commercial and residential sites, hotel concierges, and out-of-town conferences (when requested); at three information kiosks that are open throughout the year; and by request through phone calls, e-mail, etc. Publications are also distributed throughout the year at all district-sponsored events and via local businesses. In addition, a bi-monthly events calendar is sent to Bethesda-Chevy Chase area households and features all local community events.

In Silver Spring, publications are distributed to all retail, restaurant, and arts & entertainment enterprises, plus office lobbies, hotel concierges, the Silver Spring Library, the Greater Silver Spring Chamber of Commerce, the VanGo, visiting groups, and in response to requests. Publications are available year round in the lobby of the Silver Spring Regional Services Center and are distributed throughout the year at all Silver Spring events.

In Wheaton, publications are distributed at all urban district events, in the lobby of the Regional Services Center, at a permanent kiosk at the Metro entrance, via Brookside Gardens information kiosks located in district businesses, and by request through phone calls, e-mail, etc.

In addition, each urban district has a website (www.bethesda.org; www.silversprung.com; www.montgomerycountymd.gov/wheaton) which serves as a major source of up-to-date information on the district and district events.

**PROGRAM PARTNERS IN SUPPORT OF OUTCOMES:** area businesses and civic groups; Bethesda Urban Partnership; Montgomery County Department of Technology Services, Office of Public Information, Department of Public Works and Transportation Print Shop; vendors.

**MAJOR RELATED PLANS AND GUIDELINES:**

# URBAN DISTRICTS

**PROGRAM:**

Promotion of Community and Business Activities

**PROGRAM ELEMENT:**

Special Events

**PROGRAM MISSION:**

To provide safe, enjoyable, high quality special events that attract residents and visitors into the County's urban districts

**COMMUNITY OUTCOMES SUPPORTED:**

- Enhance the economic health and vitality of the County's urban districts
- Introduce residents and businesses to local restaurants and retailers in the urban districts
- Celebrate the diversity and the cultural arts of Montgomery County
- Improve the quality of life for individuals and families

**PROGRAM MEASURES<sup>a</sup>**

	FY03 ACTUAL	FY04 ACTUAL	FY05 ACTUAL	FY06 ESTIMATED <sup>b</sup>	FY07 CE REC
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**Outcomes/Results:**

Total attendance at urban district special events	NA	NA	~115,000	~115,000	196,400
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**Service Quality:**

Percentage of special event attendees surveyed who were satisfied with programming at urban district events <sup>d</sup>	NA	NA	NA	NA	100
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**Efficiency:**

Average cost per attendee (\$)	NA	NA	~2.25	~2.32	2.74
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**Workload/Outputs:**

Number of urban district special events					
Bethesda Urban District	NA	NA	28	28	29
Silver Spring Urban District	NA	NA	39	43	43
Wheaton Urban District	NA	NA	4	4	10
TOTAL	NA	NA	71	75	82

**Inputs:**

Expenditures	NA	NA	~259,000	~267,000	538,000
Workyears	NA	NA	NA	NA	2.0

**Notes:**

<sup>a</sup>This is a new program measures display, and the availability of historical information is limited.

<sup>b</sup>Figures for FY06 were estimated as of February, 2006.

<sup>c</sup>Includes information on only the Bethesda and Wheaton urban districts (data from the Silver Spring Urban District are not available at this time).

<sup>d</sup>A customer survey will be distributed to event participants once a year by e-mail and regular mail, and will be posted on the three urban district websites.

**EXPLANATION:**

The many special events sponsored by the County's three urban districts are designed to provide rewarding, entertaining, culturally diverse artistic and family-friendly experiences for residents and visitors. The events also support the local business community by attracting visitors to downtown areas and introducing attendees to the districts' restaurants, retailers, and arts & entertainment organizations. All events are free and produced for the community to allow residents (as well as visitors) to experience high quality entertainment close to home.

Bethesda's special events include the Bethesda Literary Festival, the summer concert series, Imagination Bethesda, Taste of Bethesda, and Bethesda's Winter Wonderland. Silver Spring's special events include the Silver Spring Swings Summer Concert Series, the Silver Spring Grand Prix, WB 50/Silver Spring Outdoor Films, the Silver Spring Jazz Festival, the Magical Montgomery Cultural Fair, and the Montgomery County Thanksgiving Parade. Wheaton's special events include Taste of Wheaton, Wheaton Sizzles in the Summer (dinner-and-a-show series), Ethnic Market Walking Tours, and the Arts Adventure Program.

**PROGRAM PARTNERS IN SUPPORT OF OUTCOMES:**

Local restaurants and businesses; volunteers; event vendors; Montgomery County Police, Department of Health and Human Services, Department of Recreation, Office of Public Information, Regional Services Centers.

**MAJOR RELATED PLANS AND GUIDELINES:**

# URBAN DISTRICTS

**PROGRAM:**

Sidewalk Repair

**PROGRAM ELEMENT:**
**PROGRAM MISSION:**

To repair and replace deteriorated concrete and brick sidewalks in the Urban Districts in order to enhance pedestrian safety and improve the appearance of the downtown business districts in Bethesda, Wheaton, and Silver Spring

**COMMUNITY OUTCOMES SUPPORTED:**

- Ensure the safety of citizens
- Foster thriving, attractive urban districts
- Promote a prosperous, hospitable business climate

**PROGRAM MEASURES**

	FY03 ACTUAL	FY04 ACTUAL	FY05 ACTUAL	FY06 BUDGET	FY07 CE REC
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**Outcomes/Results:**

Percentage of blocks with serious sidewalk problems <sup>a</sup>	7	3	0	3	0
Percentage of blocks with few or no sidewalk problems <sup>a</sup>	93	97	100	97	100

**Service Quality:**

Percentage of blocks with serious sidewalk problems that were repaired<sup>a</sup>

Silver Spring Urban District	100	100	100	100	100
Wheaton Urban District	100	100	100	100	100
Bethesda Urban District	100	100	100	100	100

**Efficiency:**

Cost per square yard of sidewalk repaired (\$)

Silver Spring Urban District	31.03	32.61	31.83	32.61	32.08
Wheaton Urban District	36.09	30.45	36.09	36.09	24.12
Bethesda Urban District	58.80	58.80	58.80	58.80	63.00

**Workload/Outputs:**

Square yards of sidewalk repaired

Silver Spring Urban District	1,285	1,015	1,175	1,015	1,200
Wheaton Urban District	780	821	489	881	1,865
Bethesda Urban District	1,495	1,495	1,500	1,500	1,650

Linear feet of curb repaired<sup>b</sup>

Silver Spring Urban District	750	720	740	720	750
Wheaton Urban District	740	424	330	239	105
Bethesda Urban District	547	547	550	550	575

**Inputs:**

Expenditures (\$)

Silver Spring Urban District	39,860	33,100	37,400	38,500	38,500
Wheaton Urban District	18,150	25,000	29,570	29,570	29,570
Bethesda Urban District	87,900	87,900	87,900	87,900	87,900
<b>TOTAL</b>	<b>145,910</b>	<b>146,000</b>	<b>154,870</b>	<b>155,970</b>	<b>155,970</b>

**Notes:**

<sup>a</sup>These measures are assessed using a system of trained observer ratings developed in 2001 by student interns from Worcester Polytechnic Institute of Worcester, Massachusetts. For FY06, data will be collected in May of 2006: 25 percent of the blocks in the three Urban Districts will be assessed. (The Bethesda Urban District consists of 59 blocks, the Silver Spring Urban District contains 56 blocks, and the Wheaton Urban District consists of 22 blocks.)

<sup>b</sup>Curbs are reconstructed as needed in conjunction with sidewalk repairs.

**EXPLANATION:**

This program provides for the repair and replacement of deteriorated concrete and brick sidewalks in the Bethesda, Silver Spring, and Wheaton Urban Districts. Concrete sidewalk repair includes basin tops, throats, brick basin walls, root barriers, and handicap ramp replacements in addition to sidewalks and associated curbs. In the Bethesda Urban District, concrete sidewalk repair and brick sidewalk repair are done by the Bethesda Urban Partnership using outside contractors. The Silver Spring Urban District and the Wheaton Urban District use a combination of County contractors, outside contractors, and in-house staff for sidewalk/curb repair.

**PROGRAM PARTNERS IN SUPPORT OF OUTCOMES:** Montgomery County Department of Public Works, Bethesda Urban Partnership, private contractors.

**MAJOR RELATED PLANS AND GUIDELINES:** Sector Plans for Silver Spring, Wheaton, and Bethesda.

# URBAN DISTRICTS

## PROGRAM:

Streetscape Maintenance

## PROGRAM ELEMENT:

## PROGRAM MISSION:

To ensure that the public facilities and infrastructure comprising the streetscape in the County's three Urban Districts are clean, attractive, functional, and hazard-free through the provision of timely, reliable, and effective maintenance services

## COMMUNITY OUTCOMES SUPPORTED:

- Ensure the safety of citizens
- Foster thriving, attractive urban districts
- Encourage a prosperous, hospitable business climate

## PROGRAM MEASURES

	FY03 ACTUAL	FY04 ACTUAL	FY05 ACTUAL	FY06 BUDGET	FY07 CE REC
<b>Outcomes/Results:</b>					
Percentage of urban district blocks with severe litter problems <sup>a</sup>	5	4	0	0	0
Percentage of landscaped areas with severe maintenance problems <sup>a</sup>	3	1	0	1	0
Percentage of street furniture items <sup>b</sup> with maintenance problems <sup>a</sup>	0	0	0	0	0
<b>Service Quality:</b>					
Average time to resolve a streetscape maintenance complaint (hours)	48	48	48	48	48
<b>Efficiency:<sup>c</sup></b>					
Cost per curb-mile swept (\$)	13.00	13.00	13.00	13.00	13.25
Cost per trash receptacle maintained (\$)	2.17	2.17	2.20	2.20	2.30
Cost per square yard of planted/landscaped area maintained (\$)	9.44	9.44	9.44	9.44	8.45
<b>Workload/Outputs:</b>					
Number of trash receptacles maintained	393	393	393	393	393
Square yards of planted/landscaped areas maintained	12,065	12,073	12,297	12,297	12,297
Miles of curb swept	9,984	9,984	9,984	9,984	9,984
Number of non-standard lighting fixtures maintained <sup>a</sup>	968	968	968	968	968
Number of pieces of street furniture maintained <sup>b</sup>	665	665	665	665	665
<b>Inputs:</b>					
Expenditures (\$000)	1,887	2,226	2,198	2,885	2,521
Workyears - County employees	24.6	24.9	20.0	27.3	28.0
Workyears - Bethesda Urban Partnership (contractor)	6.0	6.0	6.0	6.0	6.0

## Notes:

<sup>a</sup>These measures are assessed through the use of trained observer ratings of streetscape conditions in each of the urban districts, using a procedure developed by student interns from Worcester Polytechnic Institute of Worcester, Massachusetts.

<sup>b</sup>Street furniture includes items such as trash receptacles, bike racks, benches, planters, and bollards.

<sup>c</sup>These are actual figures. From FY03 to FY06 there has been little variation in the cost per unit because the amounts budgeted and spent for these functions, as well as the number of units maintained, have been constant from year to year. For FY07, a new contract was awarded with a lower cost per square yard of planted/landscaped area maintained.

## EXPLANATION:

This program is responsible for maintaining the public streetscape amenities provided within the Urban Districts that have been designated in Bethesda, Silver Spring, and Wheaton. The Bethesda Urban District consists of 300 acres and includes 59 blocks. The Silver Spring Urban District is 360 acres and contains 56 blocks. The Wheaton Urban District consists of 68 acres and 22 blocks. Streetscape maintenance activities supported by this program include regular street sweeping, litter pickup, emptying of trash receptacles, sidewalk pressure washing, graffiti control, snow removal, maintenance of non-standard lighting fixtures (standard streetlights are maintained by the Department of Public Works and Transportation), cleaning and upkeep of median strips, painting and repair of street furniture, and mowing and upkeep of planted/landscaped areas within the Urban Districts. Streetscape maintenance is performed by County employees from the Urban Districts and the Department of Public Works and Transportation, as well as contract employees from the Bethesda Urban Partnership and other private contractors.

**PROGRAM PARTNERS IN SUPPORT OF OUTCOMES:** Bethesda Urban Partnership, Department of Public Works and Transportation, Worcester Polytechnic Institute (Worcester, Massachusetts).

## MAJOR RELATED PLANS AND GUIDELINES: